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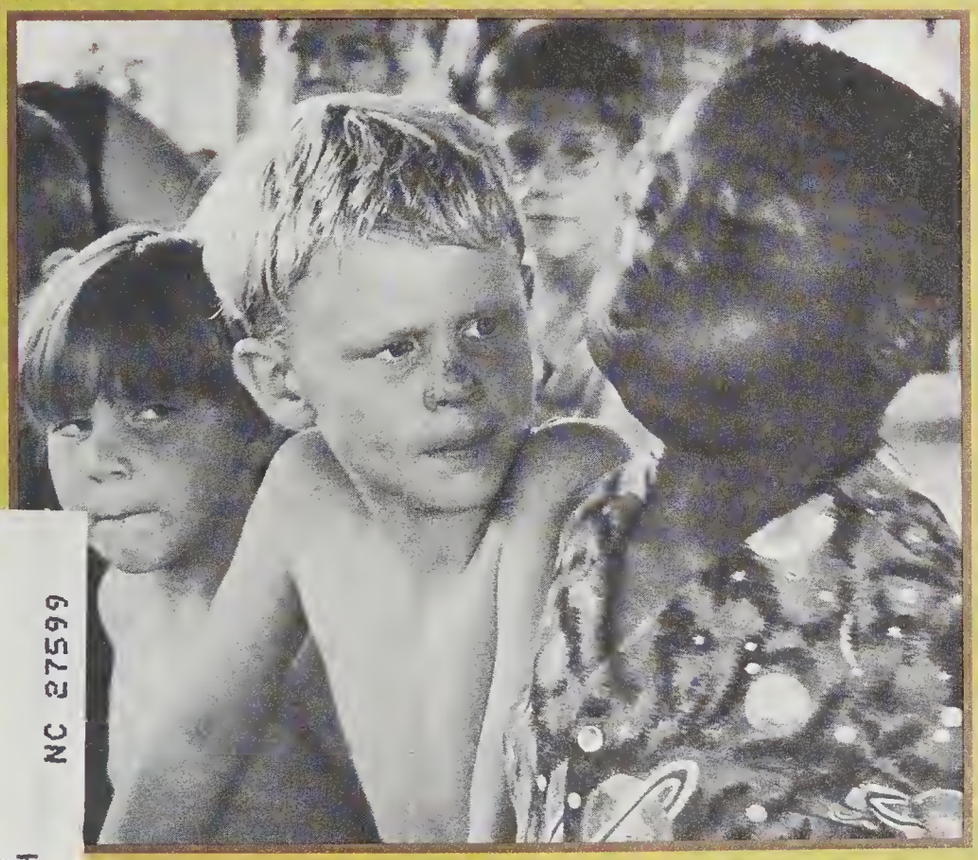
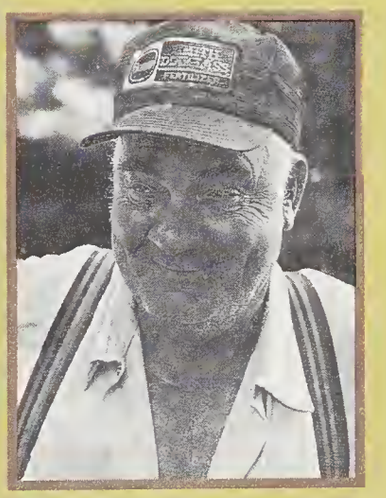
CAROLINA COUNTRY

Official publication of Carolina Electric Cooperatives

The most amazing event in Harnett County history
Page 6



Along Highway 601



Photographs from the new exhibit "Route 601 – Life in the Slow Lane," by Lex Youngman of Wingate College. More pictures on pages 8-9

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"We're so positive that Roach Kill will kill every last roach in your house that we'll send you a free gift just for trying it."

"ROACHES!

I HAD THEM BY THE HUNDREDS, BUT NOW I DON'T HAVE A SINGLE ROACH"

(By J. Robson)

Have you ever seen a roach run out of a bowl as you were about to put food in it? Well, I have. Just turn out the lights and an army of roaches would attack the whole house.

I had tried smelly sprays and other insecticides to get rid of them. But they just kept coming back. Nothing worked for very long, but then . . .

A friend told me about an amazing powder, Roach Kill, that killed all her roaches. I tried it, and it worked like a miracle. It killed them all for good. Now I don't have a single roach.

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The secret is in the fact that it's odorless. Roaches can't smell it, so they don't avoid it like they avoid smelly spray insecticides. Instead, they walk right over it. They pick up a little bit on their legs and carry it back to their hidden nests in the walls. There, it wipes out the whole colony that breeds new roaches.

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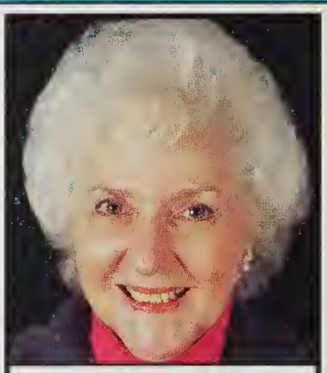

"We're so positive that Rapid Relief Cream will relieve your pain that we'll send you a free gift just for trying it."

ARTHRITIS PAIN!

"I HAD ARTHRITIS PAIN SO BAD I COULD HARDLY USE MY HANDS. BUT NOW THE PAIN IS BLESSEDLY RELIEVED."

(By Jacquelyn Robson)

Have you ever been almost crippled by arthritis pain in your hands? Well I have. The pain and stiffness was so bad I could hardly use my hands.

I had tried all sorts of pain remedies that never gave me the relief I needed, but then . . .

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(By Frank K. Wood)

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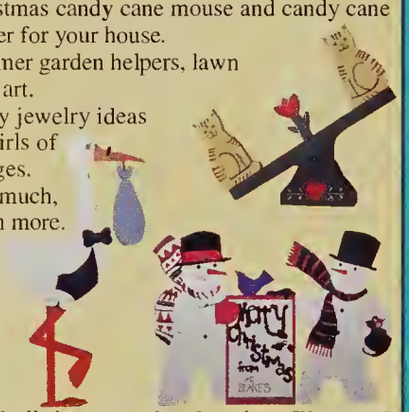

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Volume 27, No. 3, March 1995

Official Publication
Carolina Electric Cooperatives

Carolina Electric Cooperatives is the network of electric cooperative organizations that provides reliable, safe and affordable electric service to 650,000 homes, farms and businesses in North Carolina. At the heart of Carolina Electric Cooperatives are the state's 28 electric cooperatives, each member-owned, not-for-profit and overseen by a board of directors elected by the membership.

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On the Cover

Top left: Sizing up the competition at the Pageland Watermelon Seed Spitting Contest
Top right: Joseph Miles is a lawnmower repairman in [illegible]
Bottom: Charles "Peewee" Deese, J.W. Horne and [illegible] are buddies who sell watermelons from [illegible] way 601. More pictures, pages 8-9

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At this point, it's just an idea.

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Your Tips for Saving Energy

At the refrigerator

After a meal, I place all refrigerator items on the cabinet next to the refrigerator, thus opening the refrigerator only once to return all the cold items used during the meal.

Mrs. Charles David Moore
Cherryville

At the water heater

Locating the hot water heater in or near the greatest usage location has done wonders for us. Besides getting the hot water almost instantly, we've eliminated the waiting and wasting of up to 1½ gallons of cold water each use. Located under the home in the crawl space, the 55-gallon double-element heater is 4 feet vertically off center to the kitchen and 7 feet vertically from the center point between bathroom sink and shower, and 8 feet from washer area. Also we wrapped the heater and pipes in insulation.

Steve Hooks
Denton

At the electric range

Turn your range's surface units off about seven minutes early. Food will continue cooking.

Ruth Bare
West Jefferson

Load management

I had a load management device installed on the hot water heater. I have also put a timer on the water heater so it runs only when I need water in the evening.

Jerry Hutchens
Waxhaw

Pre-heating water

The water from our mountain spring enters the kitchen at about 60°F., and a 6-ounce cup for my tea takes about four minutes of microwave time to boil. I draw what water I need the night before, let it stand at room temperature (about 72°F.) overnight, so that it takes only two minutes to boil, thus cutting my energy consumption in half.

Clarence C. Holden
Scaly Mountain

Our View

We are responsible for changing government

By J. Dean Carpenter

Listening to Washington politicians these days, you may get the impression that all federal programs are bloated and top heavy and threaten the people and businesses they mean to serve.

Of course there is fat, inefficiency and unwarranted intervention, but as taxpayers and voters we have to be fair about these charges. We ourselves asked for many of the government services that have come under criticism. We should be responsible enough to allow objective examination of programs, to separate the effective from the ineffective, and to respect the people who truly serve the public interest.

I believe the federal program that serves electric cooperatives is run by dedicated, responsible people who for many years have worked hard for efficiency and public service. It should come as no surprise to us, the members of electric cooperatives. After all, we play a major role in guiding the policies of our agencies and representatives in Washington.

Our Rural Electric Action Program includes members from every electric cooperative in North Carolina. We talk directly to the legislators and bureaucrats who work in Washington. I can assure you that they listen to us.

Two years before the Republicans took control of Congress, we in the electric cooperative business worked out a five-year agreement with the Office of Management and Budget to all but eliminate the 5 percent federal loans available to our industry. Co-ops now seek loans at rates comparable to those offered to municipal utilities. Overall, the cost of federal loans to electric cooperatives nationwide dropped to $56.1 million in fiscal year 1995 from the $152.7 million level of fiscal year 1993.

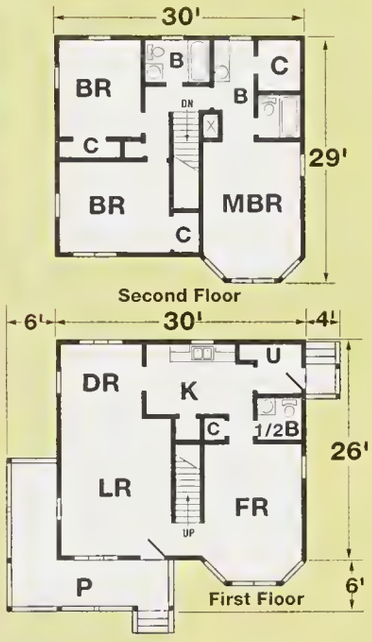
Also during the past two years we helped restructure U.S. Department of Agriculture programs to streamline rural development services. The new Rural Utilities Service is a lean, well-managed operation focused on helping local communities improve electric, telecommunications and water systems. Electric cooperatives work hard to help improve the quality of life of all North Carolina citizens.

We proved to Congress and the Clinton Administration that we can help reduce the federal burden. We have not piled sandbags around our forts to ward off attacks. We have done our part and will continue to do so. Since their beginning, electric cooperatives have been responsible organizations devoted to progress in their communities. That's why when we talk and act in Washington, people listen.

Our job isn't done, however. It is important for us as members of electric cooperatives to know the issues facing our own co-ops and to be concerned about what affects us on the state and national levels. I urge you to contact a member of your co-op's board of directors to ask what you can to do to help.

J. Dean Carpenter, of Dallas, is a directo of Rutherford Electric Membership Corporation, Forest City, and chairman of the Nortl Carolina Rural Electric Action Program.

49 Years Old And Still New



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The bizarre basketball game of Feb. 29, 1964

By Michael E.C. Gery

Some people say it's the most amazing event in Harnett County history.

It was the winter night when The Quirk of Fate appeared at Campbell College's Carter Gym in Buies Creek. It was Leap Day, Feb. 29, 1964, and no one who was there will ever forget it.

Rival high school basketball teams, Boone Trail and Angier, met that night for the Harnett County boys' tournament championship. In those days, each community had its own high school, and fans from Angier and Mamers held no affection at all for one another.

The Boone Trail Pioneers had defeated Angier's Bulldogs to win the county title a year earlier, but Angier went on to win the district tournament. And when the two schools met for the 1963 Harnett County football championship, just three months before the Leap Day basketball game, the game ended in a 13-13 tie.

The coaches really wanted this championship. Boone Trail's Al Black, in his fifth year, had won three county championships, losing only to Angier in 1962. He also had coached the football team. Angier coach Rudy Brown was new in town, and he, too, led the football team in that 13-13 tie.

Although players performed "below the rim" and less acrobatically in those days, the tension was as tight as in any high-pitched North Carolina rivalry. Parents and fans ringed all edges of the court and other stood on chairs in the gym's lobby to get a glimpse of the game. Both coaches played only their five starters the entire game so as not to lose pace.

Boone Trail hustled against its bigger opponents and led by four at the half and by five at the end of the third quarter. But in the final quarter, Angier burst back in the final minutes to outscore Boone Trail 11-6 and led 46-44 with 12 seconds remaining. Boone Trail's William Brown laid one in at the end, however, to force the 46-46 game into overtime.

In the first 3-minute overtime period, neither team scored. Typically in such a big game, the coaches did not substitute players and directed them to control the ball and shoot only a sure thing at the end of the overtime session. (Back then, there was no time limit on handling the ball.) In that way, each team scored two points in the second overtime and two in the third.

Then, no one scored in the fourth overtime, or the fifth, or the sixth. People jammed the edge of the court. "The out-of-bounds lines were covered up," said Boone Trail coach Black later. "We played the game without an out-of-bounds line."

A mysterious force seemed to surround the gym: no scoring in the seventh period, referees were not calling fouls, a shiver coursed through the place.

At the end of the seventh OT, the referees halted the game, told the players to rest, and telephoned both the head of the N.C. High School Athletic Association and the county school superintendent to gain approval for playing into Sunday, if necessary.

Then in the eighth, Boone Trail took a 2-point lead with 40 seconds left. But at the buzzer, Angier's star junior center Johnny Gardner shot one from the top of the key and sunk it. Amid wild cheers, the game went into the ninth overtime tied at 52.

The boys were not worn out even though the fans were, remembered Phil Ferrell, an Angier junior who is now principal at Coats Middle School. "When you're 15 or 16, all you think about is winning."

Sweating and huddled at the bench after the 10th overtime, Angier's Ronnie Ashley mumbled to teammate Caulton Tudor, "We gotta end this thing right here, Babe. We're getting too close." Too close to the 13th, he meant. Tudor is now assistant sports editor at The News & Observer in Raleigh, and in a column last year he recalled Ashley's superstitious nature.

But they did not end it in the 11th or the 12th. It ended in

*The 1963-64 Angier High School boys' varsity basketball team as pictured in the 1964 annual. Bicky Mason was on the bench during the Leap Day game but was not in this photo. Those who played The Game are indicated by a *. First row, from left: Wayne Gregory, Phil Fox (transferred out before The Game), Robert Hall*, Johnny Gardner*, Mike Stanley, Woody Williams. Second row, from left: coach Rudy Brown, Jerry Page, Ronald Hawley, Phil Ferrell*, Caulton Tudor*, Larry Talton, Ronnie Ashley*, Wyatt Lee Currin and manager Eddie Smith.*

the 13th overtime. Boone Trail went ahead early 54-52. Then with 57 seconds left, star Frank Stewart buried two free throws to put Boone Trail up 56-52. Johnny Gardner scored again for Angier, and the Bulldogs forced the ball away from the Pioneers, but it went skidding away. The game was over. Boone Trail won 56-54, four hours after play began.

"When it ended," Tudor wrote last year, "most of the fans didn't budge. Hundreds were still in their seats even after the two teams had showered and departed the gym for the busses."

Ray Harris of Fayetteville, a student at Campbell who witnessed the game, also said last year, "Outside the gym later that night, I stood with three or four other Campbell students. We discussed what we had just seen for at least an hour." He said the Boone Trail players had looked "thrilled," but "the expressions relayed as much shock as satisfaction."

It has taken on much more meaning for all of us over the years.

–Michael Stanley

It was indeed a record. Some say it will never fall. No other sanctioned basketball game has gone more than nine overtime periods. And one of the nine-OT games was played the very same Saturday night, Feb. 29, 1964, in Pulaski, Tenn.

After that night, relations between Angier and Mamers students changed, they say. The notion of pounding each other before and after athletic contests ceased. A certain respect had settled in.

And relations among the players and the coaches of those teams remain remarkably strong. Both teams reunited and played basketball in 1974 and 1984. (Angier won those games, and neither went into overtime.) At last year's reunion, the men now in their mid-40s watched the Campbell Camels play.

"It's like we're a family, even today," says former coach Rudy Brown, who has a fabrics business in Angier. "Even the kids who didn't play. If I had known we would go 13 overtimes, I would have put the other kids in. But I still know them all."

Michael Stanley and Woody Williams were Angier benchwarmers that night. Their seasons would come later. Each has kept records and clippings, however, of the Leap Day 1964 game and the fateful season. "It has taken on much more meaning for all of us over the years," Michael Stanley says today. His son, Chris, now a middle-school athlete at Harnett Central, won the 1994 Junior Historians statewide essay contest with a paper about the game. And Woody Williams wrote a 18-verse rhyme dedicated to the benchwarmers. Here's how it ends:

Mercifully it ended
In the wee hours of the morn,
Leaving Pioneers to celebrate
And Bulldogs to mourn.

Playing on Sunday
Was considered a sin.
That's the real reason
Why Angier didn't win.

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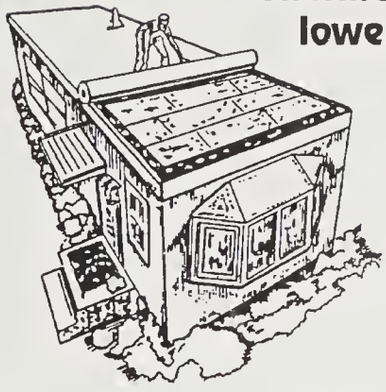

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These documentary photographs show "common people with uncommon dignity" who live along U.S. Route 601 in North Carolina's Piedmont and South Carolina's Low Country. The people are "genuine, friendly, unpretentious," say the photographers, "confident of themselves and of their culture; proud, but not prideful."

Route 601 – Life in the Slow Lane

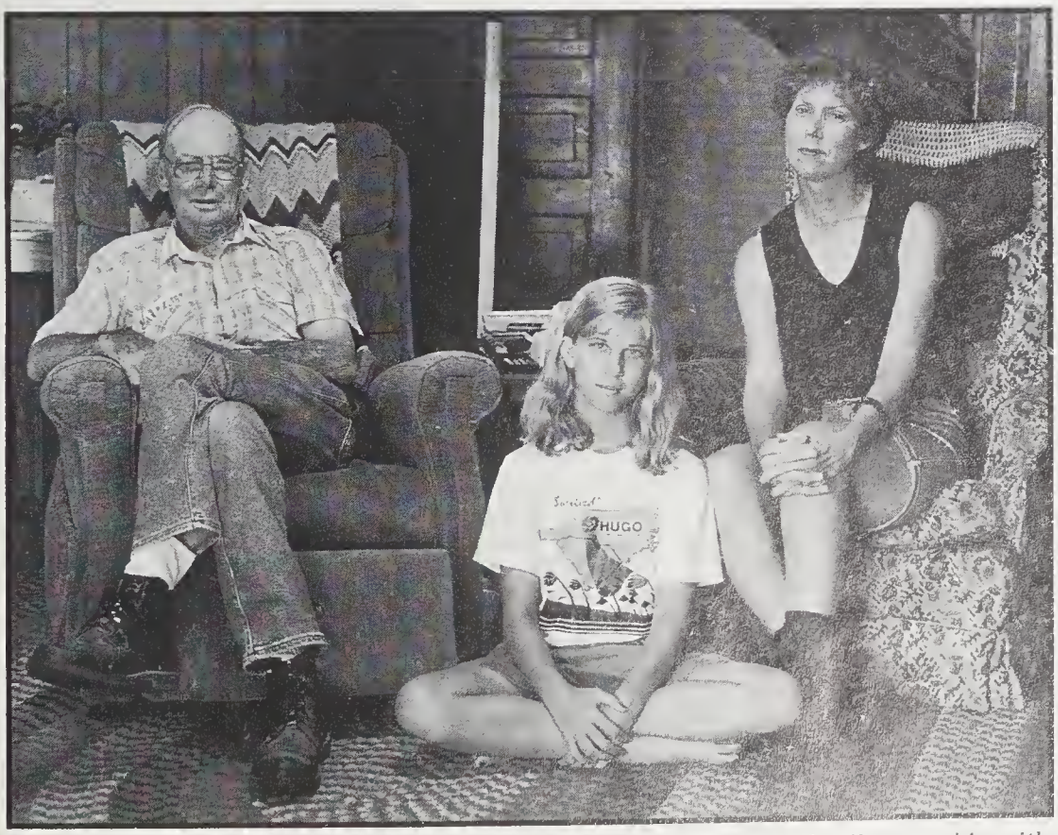
Photographer Lex Youngman is associate professor of art at Wingate College in Union County. Rick Hughes is pastor of Cartledge Creek Baptist Church near Rockingham and was Youngman's student assistant in this project. The work was funded in 1994 by a Jessie Ball duPont Foundation Summer Faculty Research Grant.

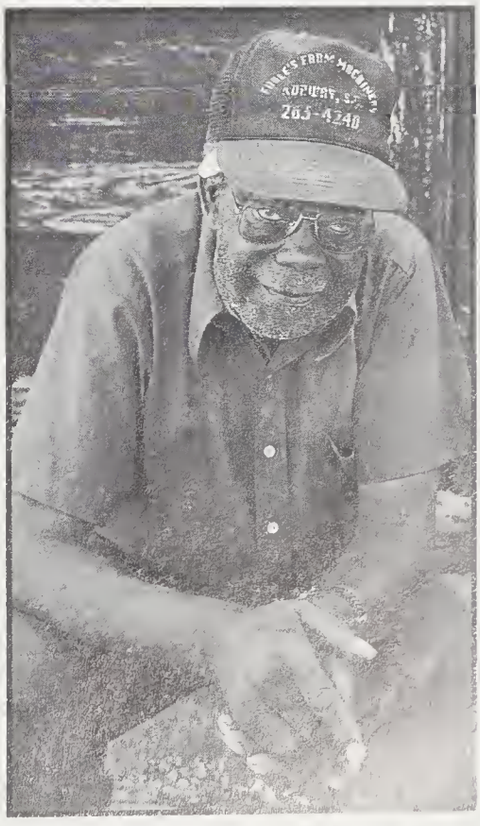
An exhibit of 50 black and white photograghs from the project, with accompanying text, opened at Wingate College last November. For information about scheduling an exhibition, contact Estelle Snyder, director of Marketing and Communications, Box 5010, Wingate College, Wingate, N.C. 28174. Phone: (704) 233-8117.

Top Left: *Pete Steen of Pageland, S.C. displays his son's wedding photo. He showed the photographer around his property and said, "Lots of people have offered me a lot for it, but heck, I'd just spend the money. Nossir, my son's gonna get this land when I die."* ***Bottom Left:*** *Waiting for the Watermelon Parade to begin in Pageland.* ***Right:*** *Alma Nicholson at Junk and Treasures in Pageland.*

6 a.m. on 601.

Photographs by Lex Youngman and Rick Hughes





Left: *At the Belk farmhouse in Monroe, N.C., U.T. Belk's daughter's family moved in with him after his wife, her mother, died. Shown here are his daughter Sue Lampley and granddaughter Amanda.* ***Right:*** *Albert Jones of Ehrhardt, S.C.*

What about compact fluorescent bulbs?

By James Dulley

Q: My electric bills are high and my children never turn off lights. I heard that I will save $50 for each bulb that I replace with a compact fluorescent bulb. How is the light quality from the compacts? - T. F.

A: New compact fluorescent light bulbs are now designed to fit nearly every size and style of lamp or fixture. If you tried one several years ago, you'll be surprised at the excellent light quality of some of the new ones. Although all brands look similar, there are major differences among them.

In general, an 18-watt compact fluorescent bulb produces as much light as a standard 75-watt bulb. Over its 10,000-hour life, each one saves up to $50 in electricity as compared to a standard bulb. Multiply this by the number of lamps and fixtures in your house and the total savings is tremendous.

These bulbs are also environmentally friendly. Using electricity produced from a coal-fired power plant, each 18-watt compact fluorescent bulb saves 500 pounds of coal, produces 1,300 pounds less carbon dioxide (global warming gas) and 20 pounds less sulfur dioxide (acid rain) over its life.

Although compact fluorescent bulbs cost more to buy initially than standard incandescent bulbs, they last 13 times longer. If you use a lamp for four hours every night, a compact fluorescent bulb lasts six years. This is ideal for hard to reach fixtures, like above stairs.

Not all compact fluorescent bulbs produce the same quality of light. How true colors look under a light is referred to as color rendition index (CRI). Some bulbs have CRI's as low as 60. Most are in the 82 range and some are above 85. A CRI of 100 is perfect color rendition.

Compact fluorescent bulbs are available in two designs. Integral units include the ballast, base and bulb in one piece. Modular units have replaceable bulbs. Since ballasts last 50,000 hours (20 years of typical use), only having to replace the light element saves another $5 to $10.

When buying a bulb, consider the type of ballast used. The new ones with electronic ballasts start instantly with no buzz. Less expensive ones with magnetic ballasts take longer to reach full brightness and flicker initially.

There are many shapes and styles of compact fluorescents - globe, twin or triple tubes, spiral, U-shaped, indoor and outdoor floods, and reflector bulbs for recessed lighting. Some are tinted various colors for contemporary lighting.

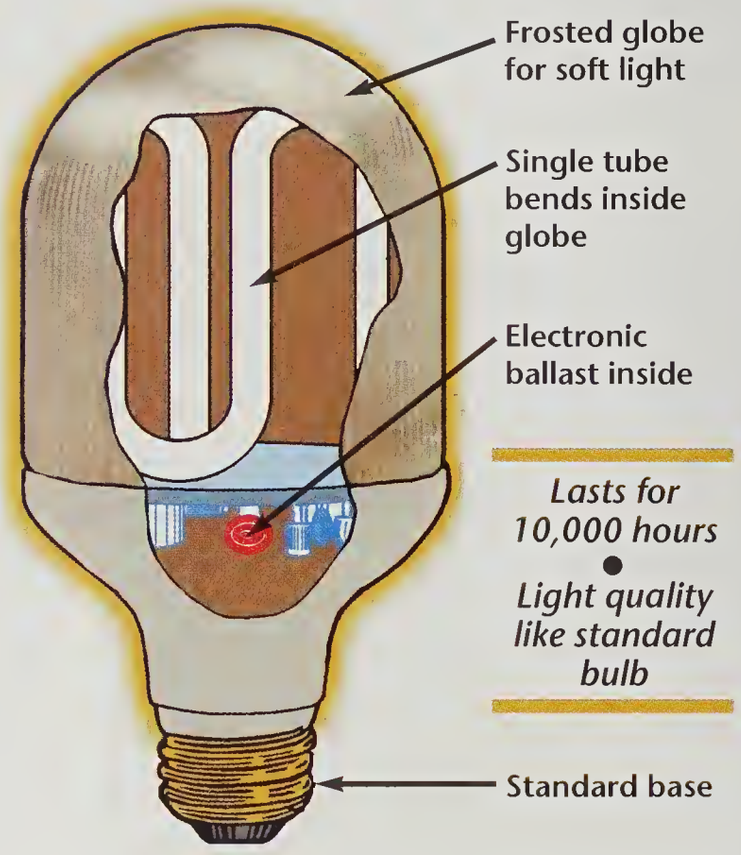
For small table and floor lamps, use a three-piece adapter kit. A small ballast plugs into the wall and the lamp cord plugs into the ballast. The very small fluorescent bulb screws into the standard lamp socket.

Write for Utility Bills Update No. 957 showing a buyer's guide of 10 manufacturers of compact fluorescent bulbs and kits listing wattages, light quality CRI, styles/shapes, ballast types and an application/bulb selector guide. Please include $2 and a self-addressed envelope.

James Dulley, (Carolina Country), 6906 Royalgreen Dr., Cincinnati, OH 45244.

Copyright 1995 © by James Dulley, an energy expert and syndicated columnist in Cincinnati.

It fits any standard lamp


Frosted globe for soft light
Single tube bends inside globe
Electronic ballast inside
Lasts for 10,000 hours
Light quality like standard bulb
Standard base

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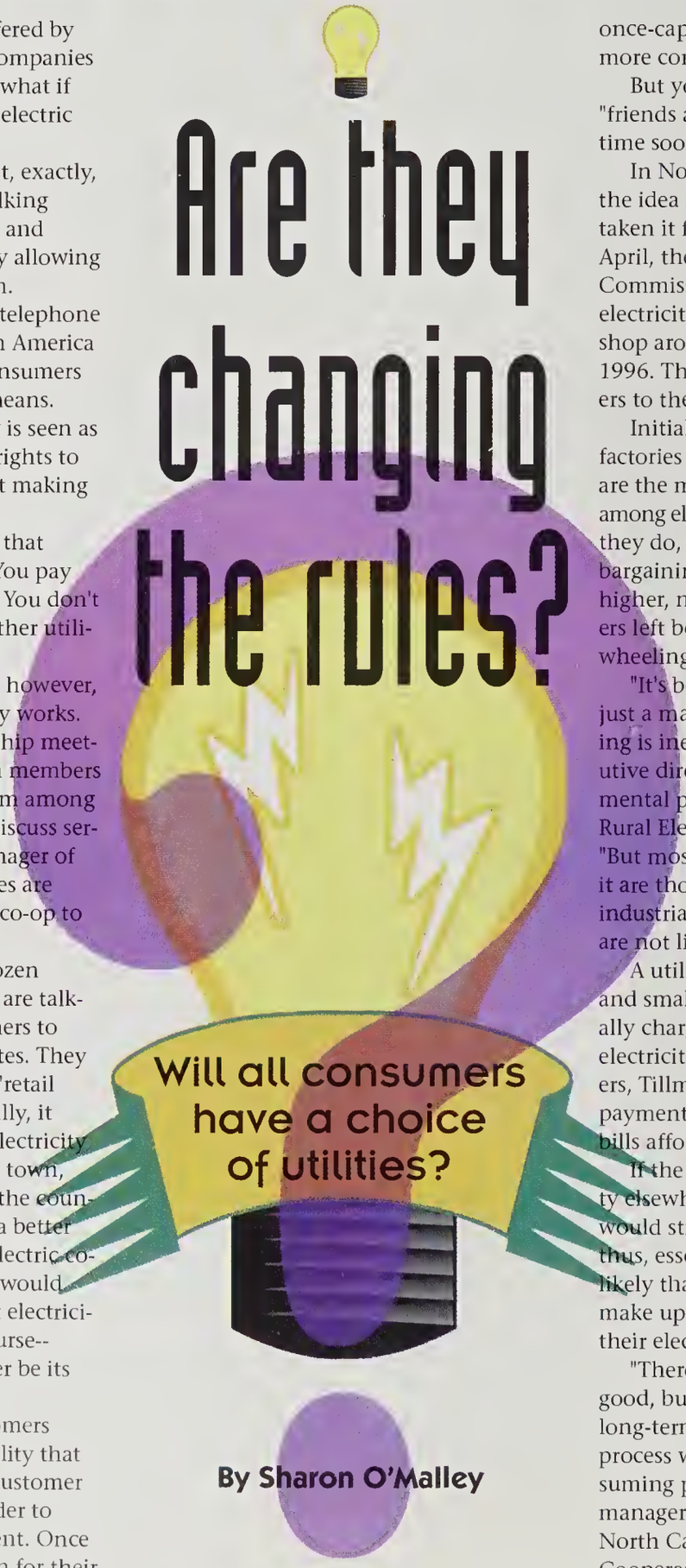
Electric Service:

Are they changing the rules?



If the dueling discounts offered by long-distance telephone companies have your head spinning, what if you have to decide which electric company to use?

It may not come to that, exactly, but government regulators are talking about making electric companies and cooperatives more competitive by allowing customers to choose among them.

In recent years, long-distance telephone service and the airline industry in America were "deregulated," and many consumers are still confused about what it means. Now, the electric service industry is seen as one of the last to have exclusive rights to customers, and there is talk about making some changes in that situation.

Today, there's only one utility that brings electricity to your house. You pay whatever the utility charges you. You don't have the option to switch to another utility if you think rates are too high.

As a member of a cooperative, however, you have a say in how your utility works. You may attend annual membership meetings or discuss any concerns with members of a board of directors elected from among the co-op's consumers. You can discuss service directly with the staff or manager of your local co-op. Your co-op's rates are determined by what its costs the co-op to provide your electricity.

State legislators in at least a dozen states, including North Carolina, are talking about allowing utility customers to shop around for better electric rates. They are examining something called "retail wheeling" in their states. Essentially, it means that you could buy your electricity from a cut-rate utility in the next town, across state or in another part of the country if you thought you could get a better deal there than from your local electric co-op. And your local electric co-op would have to transmit or "wheel, " that electricity to your house --for a fee, of course-- even though you would no longer be its customer.

Regulators reason that if customers have the option to abandon a utility that charges high rates or gives poor customer service, then utilities will try harder to keep rates low and service excellent. Once they know they have competition for their once-captive customers, they'll behave more competitively.

But you're not likely to see TV ads for "friends and family heating discounts" any time soon.

In North Carolina, as in most states, the idea is still just an idea. California has taken it farther than any other state: In April, the California Public Utilities Commission proposed that large users of electricity in the state should be able to shop around for a better deal starting in 1996. The proposal would add homeowners to the mix by the year 2002.

Initially, the largest users of electricity -- factories and shopping malls, for instance-- are the most likely candidates for choosing among electric providers. As single consumers they do, after all, command substantial bargaining power. And that could mean higher, not lower, rates for the homeowners left behind, say opponents of retail wheeling.

"It's become very in vogue to say it's just a matter of time and that retail wheeling is inevitable," says Wally Tillman, executive director of the energy and environmental policy division at the National Rural Electric Cooperative Association. "But most of those people who are saying it are those who will benefit most: large industrial customers. Residential customers are not likely to ever benefit from this."

A utility that has both large industries and small homeowners as customers usually charges the industries more for their electricity than it charges the homeowners, Tillman explains. In that way, industry payments help keep residential electric bills affordable.

If the industry decided to buy electricity elsewhere, the utility it left behind would still have the same facilities and, thus, essentially the same expenses. It's likely that residential users would have to make up the difference by paying more for their electricity.

"There are lots of ideas that sound good, but people haven't looked at the long-term economic impact that the process would have on the using and consuming public," says James Lee Burney, manager of government relations for the North Carolina Association of Electric Cooperatives, the trade association arm of

By Sharon O'Malley

Carolina Electric Cooperatives network. "It's going to have a very devastating impact on the consumer, the small user."

Still, chatter about retail wheeling and whispers of utility deregulation are changing the way electric utilities do business. "We have to act like it's coming whether it ever gets here or not," says Tillman. "The reality is that large industrial customers already have choices."

In fact, factory and mall owners eyeing your hometown as a site to set up shop and offer good jobs can opt to locate elsewhere if your electric utility demands high rates. They can pull up stakes and move out if expenses in your town creep upward.

As a result, says Tillman, electric utilities all over the country are lowering rates for large customers, enticing them to move in and stay.

And that means the utilities must come up with new ways to keep rates affordable for homeowners. "Systems are going to be forced to look at all the alternatives that are out there to remain competitive," says Jim Hubbard, former chief executive of the North Carolina's electric cooperative association who is now director of member services of the National Rural Utilities Cooperative Finance Corp. "I hate to sound like a cracked record, but cooperatives that are competitive are cooperatives that are rate wise and service wise."

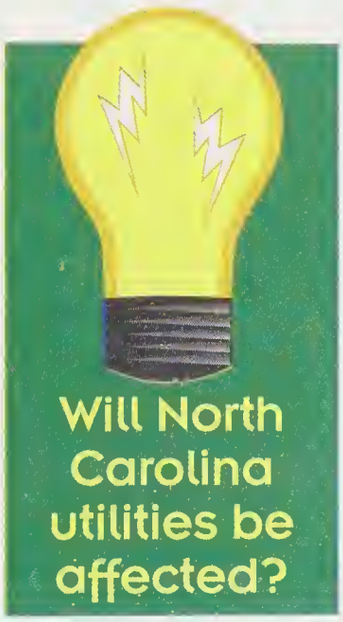
In North Carolina, co-ops and other electric utilities are doing a good job of keeping customers happy, says Terry Ryan, vice president of Customer Service for the North Carolina Electric Membership Corporation (the power supply arm of Carolina Electric Cooperatives network): "There's some pretty good competition when it comes to setting rates," he says. "The utilities have gotten pretty inventive in trying to establish rates that will try to secure customers and that will benefit them. They're actually getting the benefit of competition."

One approach is to merge small utilities. Twice in the past 50 years, two small North Carolina electric cooperatives have merged staffs and services. Experts predict that small utilities will continue to consider merger as a way to keep rates low.

Short of merging, some rural electric cooperatives are teaming up with their neighbors to handle billing, engineering and other services that can be easily pooled. "Some of these can achieve very significant savings," says Bob Schwentker, general counsel for the North Carolina Electric Membership Corporation.

Other cooperatives are looking at their own operating practices and expenses and are working to make them more efficient. In addition, rural utilities are working hard to keep the customers they have so they can spread the costs of providing electric service across a wide and constant base of customers. To this end, the utilities oppose the efforts of cities to take over their customers even when city boundaries are redrawn to bring once-rural towns inside the city limits.

Some cities have their own, taxpayer-supported electric companies --called municipal utilities-- that serve city residents. North Carolina law says that even if a city redraws its boundaries, or annexes an area served by a cooperative, it has to let the co-op continue to provide electricity to the newly annexed residents. People who move in after the annexation, however, could be served by the municipal utility.



As legislators and regulators decide how and from whom your home will get its electricity in the future, they raise new questions about how to protect consumers while giving large companies the low rates they crave. And that's making electric cooperatives and companies take a closer look at themselves.

"In the past, we had a tendency to say, 'Take it or leave it,'" says Tillman. We didn't have our pencil sharpened as sharp as it could have been. This is an incentive to do our business better. In some ways, it's positive."

Schwentker agrees. Rural electric cooperatives, he says, "have always prided ourselves as being the yardstick for the industry, and we will continue to be so if we continue to be competitive." he says.

Sharon O'Malley is a freelance writer who has covered the electric utility industry from Washington for several years.

Next month in the series "The Business of Electric Cooperatives:" a guide to alternative electric appliances and equipment you can use at home.

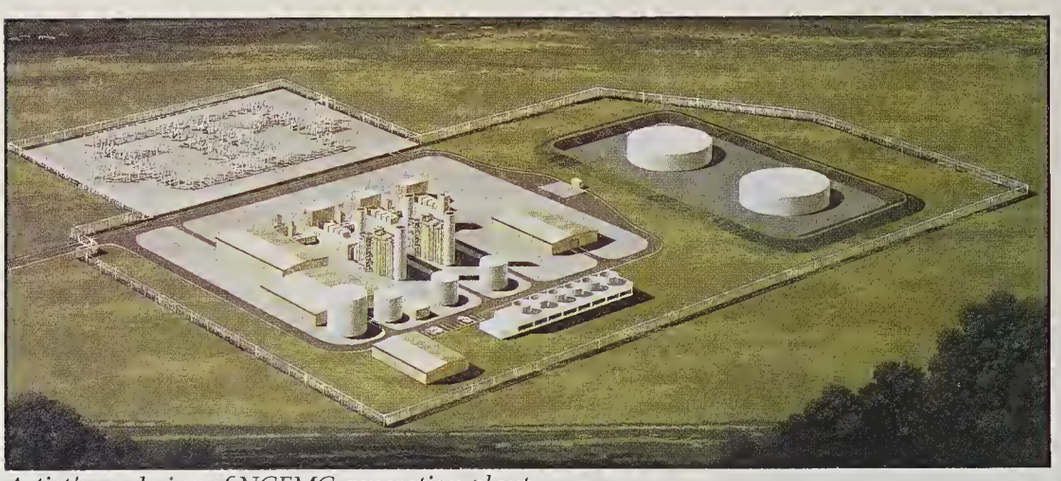
BUZZ WORDS

"Annexation" – City governments occasionally expand their boundaries and extend their services to growing suburbs. Those services may include city-owned electric service. If a city annexes an area served by an electric co-op, the co-op is placed in a situation of making a case to continue service in that area. Many co-op members consider such annexation unfair.

"Deregulation" – Deregulating the electric utility industry could be similar to the government's deregulating the telephone and airline industries. The goal is the same: to spur competition so prices get lower and service gets better. If deregulated, a utility most likely would no longer have a monopoly on a territory it serves. It does not mean that utilities won't have to follow government rules for safety and environmental protection.

"Retail Wheeling" – When one utility provides electricity to the customers of another utility, it's called retail wheeling. It's just an idea now. But regulators are considering experimenting with retail wheeling by allowing larger users of electricity, like factories and shopping centers, to shop around among utilities.

News of the Cooperatives



Artist's rendering of NCEMC generation plant.

Network news.

Davidson County selected as preferred site for generating facility

North Carolina Electric Membership Corporation (NCEMC) has designated the Reedy Creek area of Davidson County as its preferred site for a $200 million facility to generate electricity during times of peak demand.

Selection of the 450-acre site is one step in a process that will require approvals from local, state and federal regulatory agencies.

"This site was selected only after extensive study of its environmental and geographic suitability," said Gary Tipps, vice president of power supply for NCEMC. "We've received a great deal of support from the local community, and we're excited about the prospect of greater involvement in Davidson County."

NCEMC is seeking to build a 330-megawatt combustion-turbine facility that would use natural gas as its primary fuel. A major natural gas pipeline borders the Davidson County site, and the site is crossed by two major electric transmission lines.

Tipps said NCEMC has acquired options for the entire 450-acre site, but won't purchase the property until all certificates and approvals necessary to build the plant are obtained.

It is anticipated that the facility, when complete, will pay approximately $1 million in property taxes a year to the host county and employ 20 to 25 people. During the two-year construction phase, it is estimated that the facility will create approximately 100 jobs.

The plant itself will cover only about 60 acres, with the rest of the property -- about 390 acres -- used as a natural buffer to screen the facility from the surrounding neighborhood.

Upon receipt of all necessary government approvals, construction would begin in 1998 or 1999, and the plant would begin operation Jan.1, 2001. The energy generated during peak periods will result in cost-savings to NCEMC, which will be shared among the 27 electric cooperatives across North Carolina that rely on NCEMC for wholesale power supply.

Duane Salstrand

Wayne Keller

Wayne Keller retires after 35 years with electric co-ops

Wayne D. Keller, chief executive of the Carolina Electric Cooperatives statewide corporations, retired at the end of 1994 after more than 35 years with North Carolina's electric co-ops.

A native of Lenoir, Keller worked for 30 years with Blue Ridge Electric Membership Corporation in the northwest part of the state. He was hired there in 1959 as staff electrical engineer upon graduating in electrical engineering from North Carolina State University. In 1963 he became manager of the Ashe District office. He served as manager of engineering and operations from 1968 until March 1980, when he was named executive vice president of the cooperative.

In 1989, Keller was appointed executive vice president of Carolina Electric Cooperatives, comprising the North Carolina Electric Membership Corporation power supply arm, the North Carolina Association of Electric Cooperatives trade services arm (publisher of Carolina Country), and the Tarheel Electric Membership Association material supply arm. While with the Raleigh-based organizations, Keller improved relations between the cooperatives network and other electric utilities and placed the three co-op corporations in a strong financial position, prepared to compete in the changing business climate facing utilities.

A committee composed of board members representing the three corporations expects to announce Keller's successor this spring.

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Joyner's Corner

by Charles Joyner

Ban this book?

A Grandfather Re-reads "Mother Goose"

Little Miss Muffet sat on her tuffet, Humpty Dumpty sat on the wall. Little Jack Horner sat in the corner -- three lay-about loafers, all!

Three little kittens lost their mittens, Bo Peep lost her sheep. Little Boy Blue knew what to do, but he was fast asleep.

The knave of hearts, he stole some tarts, all on a summer's day. Old Mother Hubbard must have suffered a call from the S.P.C.A.

Tom, Tom, the piper's son, was nothing but a thief. Mary, Mary was quite contrary. Humpty Dumpty came to grief.

Peter couldn't keep a wife. Tails are cut off with a carving knife. Georgie Porgie loved to tease. Mary's little lamb had fleas (of course, they were white as snow).

Jack B. Nimble played with fire. Willie Winkie lacked attire. So, indeed, did "my son John," with one shoe off and one shoe on.

Bobby Shaftoe was fat and fair. And Jack and Jill, a clumsy pair! The woman who lived in a shoe was old, and didn't practice birth control.

A maid while hanging out the clothes had a bird snip off her nose. And what about that crooked man! Shouldn't "Mother Goose" be banned?

So Way Out

James Thurber wrote that ours is a precarious language in which the merest shadow line often separates sense from nonsense.

A typographical error that changed a bead into a bear in one of his stories set Thurber to brooding. "For weeks I lay awake at night, playing unhappily with imaginary havoc wrought by single letter changes in the printed word."

A few lines out of Thurber's typowriter: "A stitch in time saves none . . . There's no business like shoe business . . . Lafayette, we ate here . . . Don, give up the ship."

When I read this recently I tried to read on, but I was caught in the web. Since that time, often in the silly night as the stars sink all together, my head is filled with hun juries, wits of mandemus, slips of state, and the like. I think of the dork at the top of the stairs, stranglers in paradise, straw busses, cabs with nine lives, and of what wives of great men all remind us.

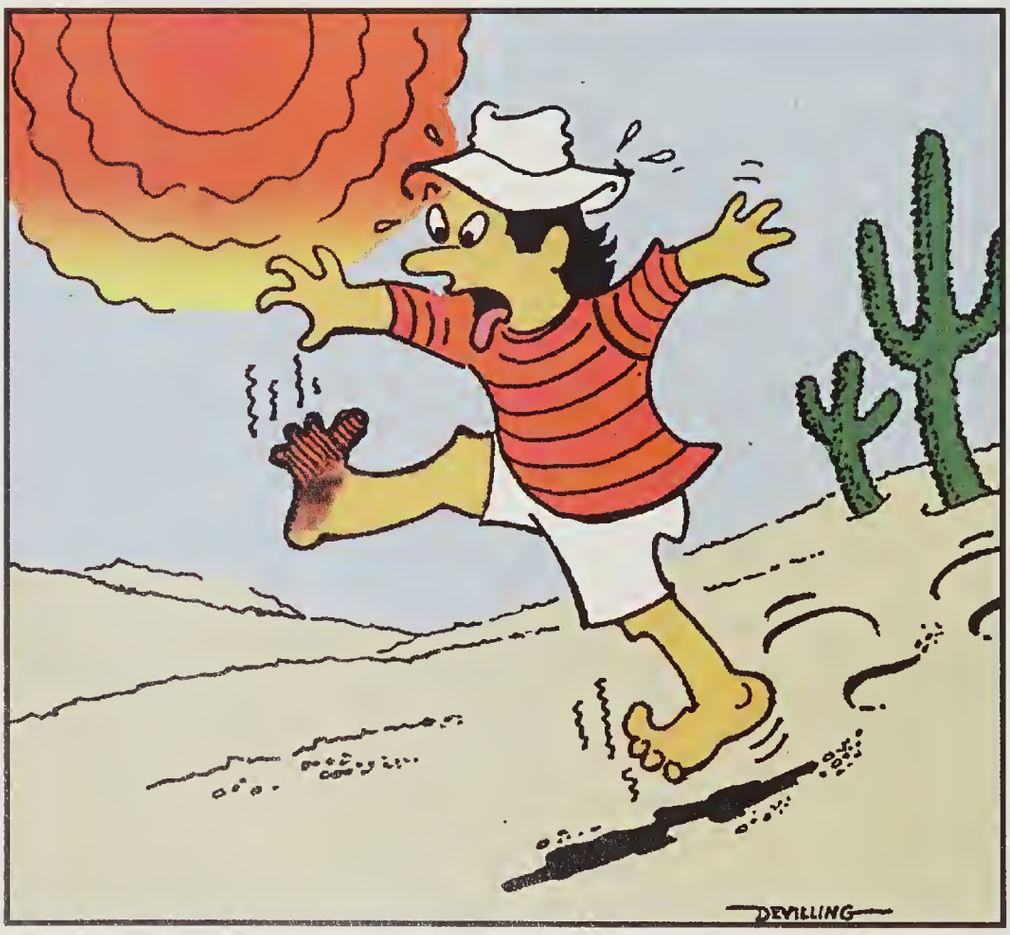
I am the captain of my soup and the master of my fat. ("Spare my country's flab," she said.)

No longer can I let sleeping hogs lie. (My sister-in-law once told me that sleeping dogs don't lie, but that is another subject.)

Like the Indian fighter who couldn't see the forest for the Crees, I am besot on all sides by typos and Spoonerisms. Old sayings and traffic signs take on new meanings. He who hesitates is last. Flood is thicker than water. Watch for sudden slops. One food burn deserves another. No sparking from here to the corner. Slippery then wet. Turn light on bed with caution . . .

I tell myself I am not going to lose any more sheep over this. But in my heat I know better. There is no way out. It will be sunset and evening stir, and one clean cell for me.

Joyner/DeVilling



These are the climes that fry men's soles

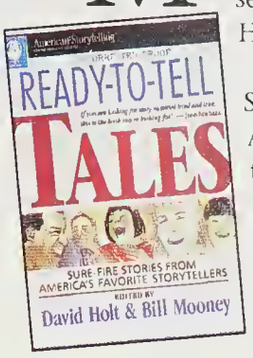
Books

by Peggy Howe

Newly published.

Ready to Tell Tales

Edited by David Holt and Bill Mooney
224 pages



Master storytellers mesmerize audiences without benefit of set, props or musical score. -- How? It's the material!

In "Ready to Tell Tales -- Sure Fire Stories From America's Favorite Storytellers" David Holt and Bill Mooney have collected 40 multicultural tales from some of America's most experienced and popular storytellers including several well-known North Carolinians.

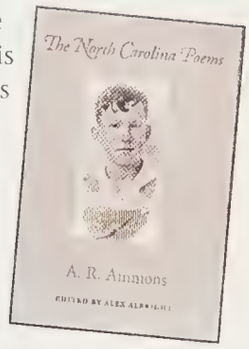
In addition to the delightful stories, the authors included tips for unlocking the yarn for audiences and telling it in performance. The collection will inspire all who enjoy good stories to go out and share these tales from Africa, India, ancient Greece, Egypt, Appalachia and from Jewish and native American folklore.

David Holt, a North Carolina mountains resident, is an award-winning musician with numerous storytelling and music recordings. Bill Mooney, author and for many years a daytime serial actor, also is the star of a long-running one-man show of humorous frontier stories.

The book costs $24.95 in hardcover and $14.95 in softcover at bookstores or from August House Publishers, Inc., P.O. Box 3223, Little Rock, AR 72203; 800-284-8784.

The North Carolina Poems

A.R. Ammons; 120 pages



Emphasis on the commonplace is the theme of this new book of poetry.

Award-winning poet A. R. Ammons longs to be back in his North Carolina childhood home. Born and reared in Whiteville, the poet has spent most of his adult life in Ithaca, N.Y., where he is Goldwin Smith Professor of Poetry at Cornell University. Nationally recognized, the recipient of numerous awards and fellowships plus the prestigious North Carolina Award, Ammons insists his poetry has remained "essentially southern."

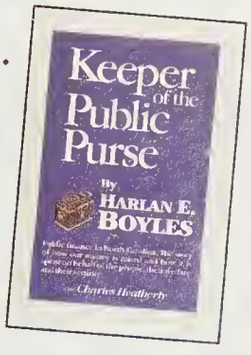
The theme of the collection, edited by Alex Albright, is the natural and commonplace -- whether it's the mockingbirds' lofty calling or a clamshell filled with water -- even the family's two mules.

Limited to 1,000 copies, "The North Carolina Poems of A.R. Ammons" is available in softcover for $10, plus $2 shipping and handling from N.C. Wesleyan College Press, 3400 N. Wesleyan Blvd., Rocky Mount, N. C. 27804; (919)985-5182; fax (919) 977-3701.

For information on the upcoming Ammons Conference to be held April 7-9, 1995 at Wake Forest University, call (910) 759-4696.

Keeper of the Public Purse

Harlan E. Boyles; 184 pages



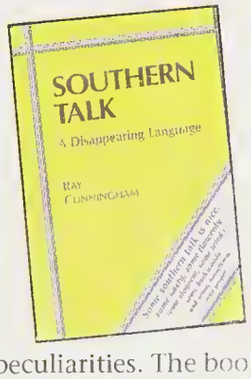
North Carolina treasurer Harlan E. Boyles, with veteran journalist Charles Heatherly, covers the past 200 years of North Carolina finance. State treasurer for more than three decades, Boyles calls public finance an "exciting and dynamic profession," but warns of a possible clash between the phenomenal growth in taxing and spending versus the modest growth in the number of people served.

The book offers a comprehensive examination of the history of North Carolina public finance, a sketch of the state's 25 previous treasurers, a current profile of the state, and recommendations. Several appendixes cover growth statistics. Proceeds from book sales go to the Harlan E. Boyles Distinguished CEO Lecture Series at Appalachian State University Walker College of Business.

Available in softcover for $17.23 postpaid from Keeper of the Public Purse, Appalachian State University, Boone, N.C. 28608, 704-262-6247.

Southern Talk: A Disappearing Language

Ray Cunningham; 224 pages



Ray Cunningham presents a cornucopia of words and phrases from a lifetime of listening to old timey talk in seven states from Virginia to Florida. He's gleaned these unique expressions from the rural South before radio and television homogenized regional speech.

Those Southerners old enough or rural enough will feel right at home. Others will learn and perhaps remember these colorful peculiarities. The book also includes some "home remedies," such as tobacco for insect stings or sassafras tea as a spring tonic. Other pages describe "homey stuff and regular doings" such as "front room" for company and coal oil lamps for studying lessons and, before universal air conditioning, "funeral home fans for hot days."

Cunningham is an Alabama native who spends his retirement between Ocala, Fla. and Hendersonville N. C.

Available for $12.50 (softcover) from Bright Mountain Books, Inc., 138 Springside Road, Asheville, N. C. 28803; (704) [illegible]8840. (Cost includes shipping and handling.)

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CAROLINA Electric Cooperatives

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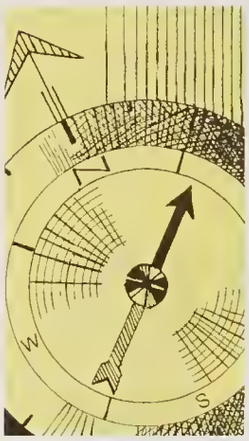


Across North Carolina.

Encampment

March 4-5, Kinston

Living history encampment of naval and infantry troops on the banks of the Neuse River at the CSS Neuse State Historic Site. Weapons demonstrations, military and flag talks, drill routines. 10 a.m. to 4 p.m. Call (919) 522-2091.

Agribusiness Law

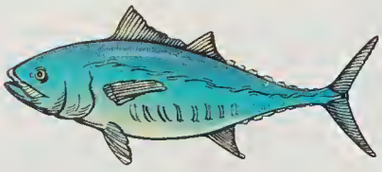
March 7, Buies Creek

Conference at Campbell University about emerging regulatory issues affecting agribusiness. Washington update, migrant labor, nuisance claims, swine production issues, OSHA, wage and hour, wetlands. $50 fee. Call to register, (919) 981-4055.

Commercial Fishing Festival

March 11-12, Morehead City

Exhibits of commercial fishing equipment and related industries. Boat building, net making, air-to-sea rescue demonstrations and the Fisheries Forum. Contact: Tina Beacham, (919) 633-2288.



Cross-Stitching Workshop

March 13, Edenton

Learn secrets and hints of cross-stitching while making an English-style initial to take home. Reservations and fee required. Call (919) 482-2637.

Forest Archeology

March 15, New Bern

Slide presentation "Archeology of the Croatan National Forest" by Michael Harmon, 7 p.m. at the New Bern-Craven County Library. Call (919) 638-8558.

Burlington Antiques Fair

March 17-19, Burlington

At the Fairchild Community Center. $2.50 at the door, $2 in advance. Proceeds provide scholarships and loans to students in health careers and for health education in Alamance and Caldwell counties. Contact: Peggy Stallworth, (910) 584-7640.

Mineralogical & Lapidary Societies

March 17-19, Hickory

Convention and show Hosted by Catawba Valley Gem & Mineral Club in conjunction with the 25th Annual Unifour Parade of Gems. At the Clement Center. Contact: Glenn Bolick, (704) 328-9870.

Farm Toys

March 18, Jonesville

Show and auction of tractors, implements, trucks and other farm related equipment to buy, sell or trade. At the Holiday Inn. Contact: Brent or Leshia Hunter, (910) 468-2575.

Battle of Bentonville

March 18-19, Johnston County

130th anniversary observance of the last major Confederate offensive and the largest battle fought in North Carolina. Both Union and Confederate camps will be open for tours in addition to daily re-enactments of the battle. Call (910) 594-0789.

Daffodil Festival

March 22, Fremont

The Aycock Birthplace open house joins the Daffodil Festival with living history demonstrations and horse-and-wagon rides. Call (919) 242-5581.

Persephone Celebration

March 25, Charlotte

A celebration of woman's creativity. Featuring more than 50 workshops including rughooking, origami, maskmaking, massage, yoga, bookbinding and jewelry making. Preregistration must be completed by March 10. Registration sheets available at Charlotte-area bookstores. Contact: Barbara Lawing, (704) 875-8728.

Boat Modeling for Kids

March 25-26, Beaufort

Students learn modeling skills and construction methods used to build full-sized traditional wooden boats. Limited to six students with registration fee of $70. Contact: Jane Wolff, (919) 728-7317.

Old Fashion Planter's Day

March 25-26, White Oak

Antique farm machinery, antique tractor pull, flea market, working mule teams, good food and live entertainment. At the Ruritan Club grounds. Contact: Dan Allen, (910) 862-7706

N.C. Wildlife Show

March 25-26, New Bern

Formerly the N.C. Wildlife & Sportsman's Show, held this year along with In-Water Boat Show. Wildlife art, collectibles, exhibits, Saturday night auction. At the Sudan Temple on Broad Street and the Sheraton New Bern. Call (919) 636-5065 or (919 637-3111.

Flower Arranging

March 30, Statesville

"Art in Bloom" flower arranging program and fund-raiser at The Arts & Science Center. Call Rita Rhodes at (704) 873-4734.

Southmont Craft Show

April 1, Southmont

Handmade crafts, baked goods, hot dogs and door prizes. At the Southmont Civic Center. Contact: Belinda Rodgers, (704) 798-3537.

Deadlines

Deadlines for submitting notices to "Here, There and Everywhere."

May issue.....March 25
June issue.....April 25
July issue.....May 25

We welcome photos and illustrations of coming events. Send notices to Calendar, Carolina Country, P.O. Box 27306, Raleigh, N.C. 27611.

Aretha and Liza

April 6-9, Wilmington

At this year's Azalea Festival, Aretha Franklin will perform April 8 at 8 p.m. in Trask Coliseum on the campus of UNC-Wilmington. Liza Minnelli will perform April 6 at 8 p.m. in Trask Coliseum. Tickets for both shows are available by mail only. Contact: The North Carolina Azalea Festival office, (910) 763-0905.

Old South Barbecue

April 7, Wilmington

At the New Hanover County Cooperative Extension Service Arboretum. Proceeds benefit the Arboretum. Contact: Phil Ricks, (910) 452-6393.

Tryon Palace Tour

April 7-9, New Bern

Examples of 18th-century Georgian, early 19th-century Federal and late 19th-century Victorian buildings. Tours of homes in the Historic Riverside District, historic churches, private gardens and the Tryon Palace formal gardens with 35,000 tulips in bloom. The New Bern Academy Museum will be open free to the public that weekend. Contact: Michele Raphoon, (800) 767-1560.

Historic Bibles Display

April 7-8, New Bern

Several early translations of first-edition Bibles, a Geneva Bible from 1640, a Martin Luther Bible from 1795, a Hexapla Bible from 1841 and a Wycliffe Bible from 1848. At the First Church of Christ, Scientist. 10 a.m. to 5 p.m. each day. Contact: Jean Millsap, (919) 636-5451.

Spring Festival

April 8, Union Grove

Crafts, hot air balloons, children's talent competitions and a barbecue dinner. Sponsored by the Union Grove Ruritan Club. Contact: David Jones, (704) 539-4976.

Halifax Day

April 12, Halifax

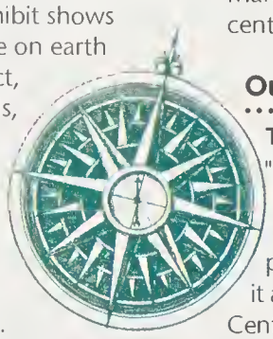
The 219th anniversary of the Adoption of the Halifax Resolves. 10 a.m. to 4 p.m. Admission is free. Contact: Halifax Visitor Center, (919) 583-7191.

Ongoing

Now Extinct

Through April 23, Durham

Hands-on exhibit shows scenes of life on earth that went extinct, including sounds, dinosaurs, wolf, pigeons, bison. At the Museum of Life and Science Exhibits Gallery. Call (919) 220-5429.



Dutch and Flemish Drawings

Through April 16, Raleigh

The North Carolina Museum of Art hosts this exhibit from the Royal Library, Windsor Castle featuring drawings from the 15th-19th centuries. Works by Anthony van Dyck and Peter Paul Rubens. Contact: Elizabeth Holloway, (919) 833-1935.

Thomas Edison Items

Through May 7, Statesville

"In Prayse of Potts" is the North Carolina Memories exhibit at The Arts & Science Center, featuring items from Thomas Edison. Made possible through the Charles Edison Fund and Mint Museum of Art. Opening is March 26 at 2 p.m. Contact the center at (704) 873-4734.

Outer Banks Maps

Through 1995, Manteo

"Four Centuries of Mapmaking," a chronology of Outer Banks cartography, is the 1995 gallery exhibit at the Outer Banks History Center. Call (919) 473-2655.

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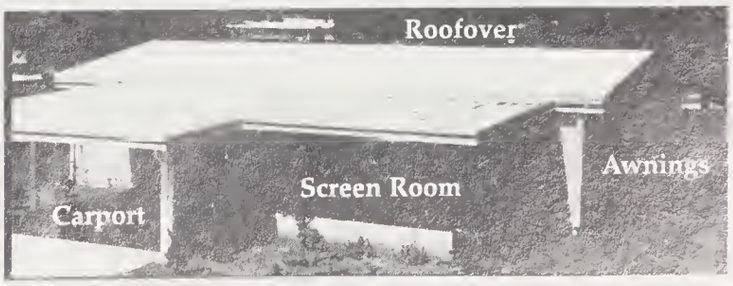

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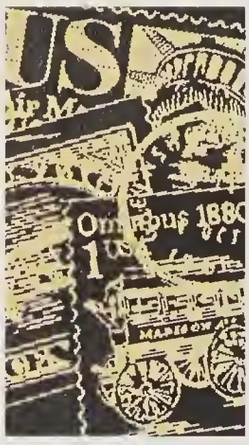

Keep those letters coming.

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Best magazine, worst roast

I was recently at my mother's house in Columbia, N.C. and read the January 1995 issue. I was real impressed by the variety of articles. I would like to become a subscriber.

My wife tried the recipe for "World's Best Roast" [January 1995] and we would like to say the recipe should be called "World's Worst Roast." The veggies and roast burned slam up. We only cooked it for six hours, and it burned up.

Thanks anyway.

Hal Furlough
Clayton

We learned soon after we published the January recipe that "World's Best Roast" should be covered when cooked. Ann Dellinger Craig, who submitted the recipe, also suggests adding water to make a gravy or sauce and setting the oven to the size of the roast --225° for a small roast, 250° for a larger one. Also, keep in mind that temperatures may vary from oven to oven. Mrs. Craig says the recipe does produce tender meat and vegetables.

New subscribers

We have enjoyed your magazine for several years by reading our son's subscription. He is in the process of moving and won't be using an electric co-op. We want to subscribe because we can't bear not receiving your down-to-earth, informative magazine.

Mr. and Mrs. William Lucas
Gastonia

We have processed a year's subscription to the Lucases. Subscriptions for people who are not members of a North Carolina co-op cost $6 for 12 monthly issues.

Piedmont EMC fan

We have been customers of Piedmont EMC since 1959. We used to receive Carolina Country, but 10 or 11 years ago we stopped receiving it. Recently I learned that my sister and daughter continue to get the magazine. Both of them are on Piedmont also. I would very much like to resume receiving the magazine.

Melvin C. Keatts
Rougemont

Piedmont EMC has entered a subscription for Mr. Keatts and will do so for any Piedmont EMC member at no extra charge. Call the office in Hillsborough at (919) 732-2123 or (800) 222-3197.

Where is her best friend ?

I would like to thank you for the article on dog theft in North Carolina ["Dogs Don't Just Disappear," January 1995]. The public has to be informed about this growing problem. My beautiful and trusting Alaskan Malamute was stolen and has yet to be found. She was and still is a part of my family. I think of her all the time, and I search for her everywhere I go. The pain I have endured over the last six months has not eased, and I don't think it ever will. Not knowing why or where she was taken, or how she's being treated, is a nightmare. Dog thieves do not care about the grief and the tears.

Dog and cat owners need to take this problem seriously. Do not think it won't happen to you. It can and it will. Someone has taken my best friend. Don't let it happen to you.

Kathy Mendenhall
Winston-Salem

Photo of bobcats

I was reading the December issue of Carolina Country when I came upon the very disturbing picture of a lineman holding up two dead bobcats. It looked to me that he was showing off a trophy that he had just caught and not some of our precious wild life that had just been killed. I understand that it is impossible to keep wild life away from the power receptacles, but showing the two cats was inappropriate for a family magazine that stresses cooperation between man and his environment.

Michael L. Lawrence
Waxhaw

We apologize to those who were offended by the photo of the two bobcats. We should point out that we received favorable comments from people who were interested in seeing the size of the cats.

Advertisement works

Thank you for running our advertisement [January 1995]. The response from your readers is outstanding. We have heard from many concerned parents and other concerned individuals, and they all mention Carolina Country. We hope that our help and encouragement will make a difference in their lives.

Jane Fraser, president
Stuttering Foundation of America
5139 Kingle St., NW
Washington, DC 20016-2654

Ride 'n read in Reidsville

I came across Carolina Country at a family fitness center in Reidsville. I read it from cover to cover while riding a stationary bike. Enclosed is a check for a subscription for me and one for my mom, too. Thanks for a local magazine.

Doris Myrick
Reidsville

Chestnuts and cherries

About the American chestnut ["Mailbox," January 1995]. I live near the Blue Ridge Parkway at the foot of Bullhead Mountain in Alleghany County. We have watched three chestnut trees on top of the mountain for four years. Two of the trees had chestnuts on them this year. Also, does anybody know anything about the red and black-heart cherry trees coming back?

A.R. Crouse
Box 185, Rt. 1
Glade Valley, N.C. 28627

New addresses in Haywood Co.

Thank you for pointing out the benefits of converting to Enhanced-911 street addresses ["Does the emergency responder know where you are?," December 1994]. Nell Perry Bovender's article is especially timely here in Haywood County, where we are beginning our addressing project for 911.

Roads without names are being named, and road names duplicated in the same community are being renamed. Numbers will be assigned uniformly throughout our county according to the distance a structure is located along a certain road. Street signs will also be posted for both state roads and private drives.

These new addresses and street signs will help law enforcement, fire and EMS or rescue squads saves lives and property by reducing the time it takes them to reach the scene of an emergency.

Shelly Coker, address coordinator
Waynesville

Thanks to Union Electric

I just want to say thanks to Union Electric for the fast and efficient way that power was restored to our house and about 50 to 60 others on the very cold morning of January 4 at 3 a.m. We were awakened with a flash of light and a pop, then total darkness, when the power line behind our house snapped. From the time the power went off until it was restored was only 1 hour, 35 minutes. We are grateful to all the crew that was involved.

Katie P. Huneycutt,
Mt. Pleasant

The Union Electric repair people are great. They got the repairs done so fast we didn't even get cold. Thanks from old folks, age 80 and 67.

Frances E. Carr,
Charlotte

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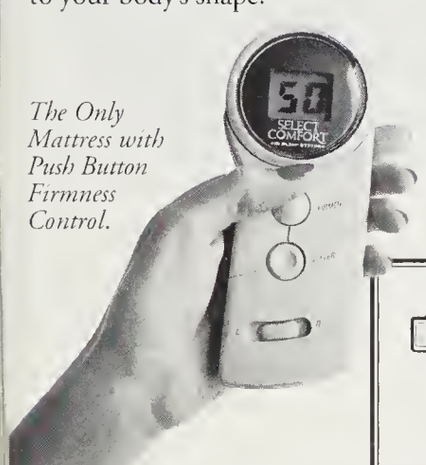

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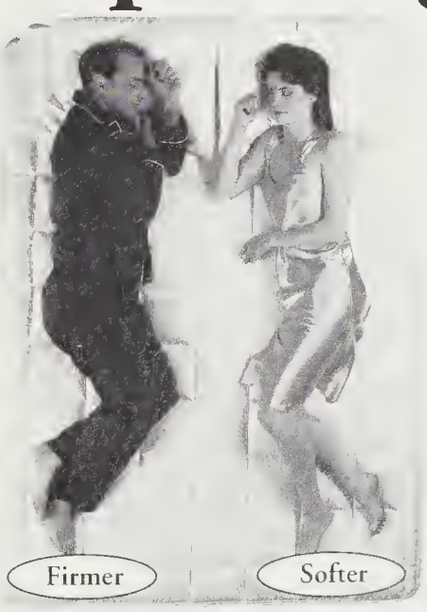

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Hank's Gardening Guide

by Hank Smith

Gardening activities grow as days lengthen.

In March we await the warming of the soil. Warming soil heralds the planting of summer gardens.

When the soil is workable, finish planting woody ornamentals. Get them in the ground before new tender growth begins to show. This enables plants to establish an effective root system able to withstand growth stresses brought on by hot weather.

Gardenia leaf-fall

At this time of year, some leaves on a gardenia plant may turn yellow and drop from the plant. This is a normal function of gardenia. Older leaves of this popular broadleaf evergreen shed each spring. Loss of these leaves will in no way affect the development of flower buds.

Vegetables

Now's a good time to sow seed of cool-season vegetables such as beets, spinach, English peas, turnips, kohlrabi and carrots. Transplants of brussel sprouts, broccoli, collards, cauliflower and kale also will do well in the cools days before summer.

Seed of tomato, eggplant and bell pepper can be planted indoors for later transplanting to the garden.

Lawn care

Established lawns receive their first mowing of the year late this month or in April. Cut the grass as short as possible. Rake and remove all clippings and accumulated debris. Then apply a complete fertilizer at the rate of 20 pounds per 1,000 square feet of lawn area.

Shade plants

Young plants, particularly seedlings, that are set out during warm weather should be shaded for a few days after planting. This is a good use of prunings from evergreen shrubs, such as ligustrum.

Camellias transplanted late in the season or moved into direct sunlight from a lath house should be shaded the first summer.

Lawn weed control

An application of pre-emergence herbicide will do much to control such common annual broadleaf weeds as chickweed and purslane, and such weedy grasses as crabgrass and goose grass.

Apply only to established lawns, and follow manufacturer's instructions.

Shade gardens

There are no annuals that will grow in total shade. A perennial groundcover such as pachysandra, English ivy, peri- winkle or ajuga would be more suitable for such conditions.

Among annuals that might succeed in shade are cleome, godetia, cornflower, nasturtium, nicotinia, lobelia and wishbone-flower (torenia).

Perennials that tolerate shade are baloonflower, bleeding heart, ferns, bee-balm, violets, foxglove, lily-of-the-valley and plantain lily.

Galliardia

Chrysanthemum

Foxglove

Dig, divide and separate perennials

Dig and separate flowering perennials that bloom in summer and autumn, and replant them. Unless divided frequently, such perennials as shasta daisy, gaillardia, chrysanthemum, foxglove and hardy aster tend to become overcrowded and can "choke" themselves into decline.

Now's a good time to purchase and plant perennials. Peony is one perennial that should be dug only when necessary, because it propagates by root division of established plants.

Matt, Jeanie, George, Peter & Andy Douglass

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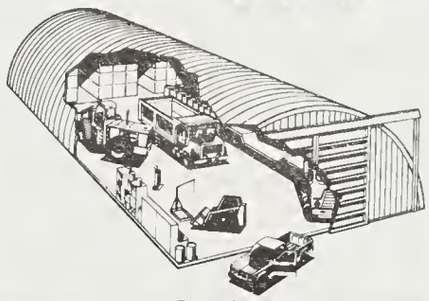

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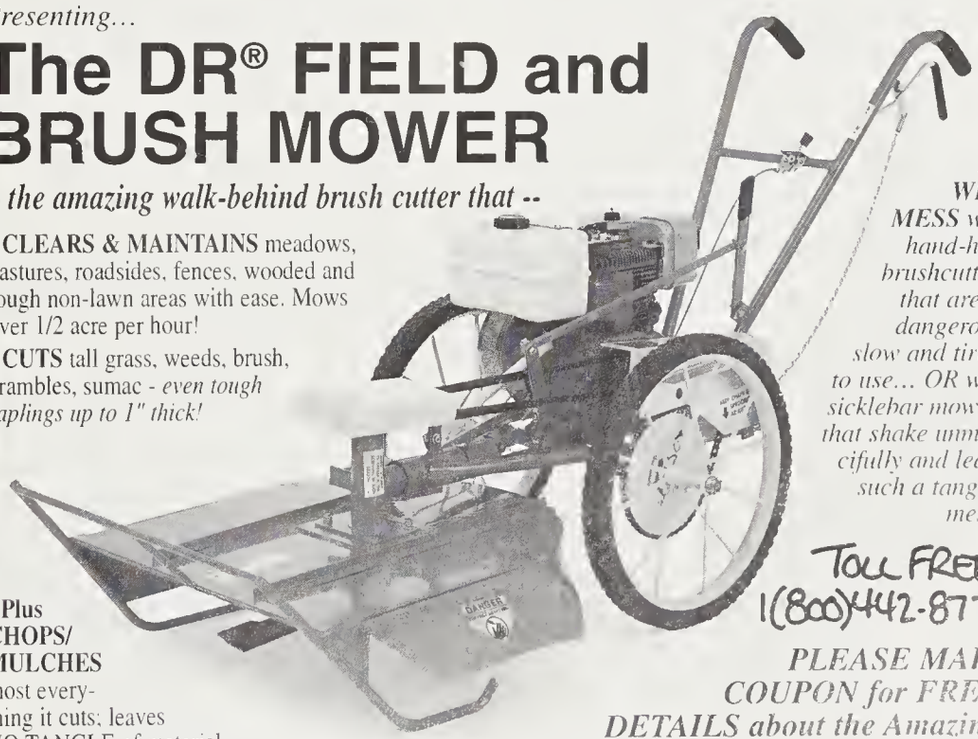

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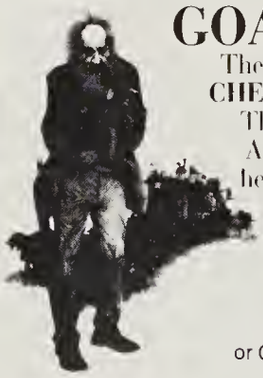

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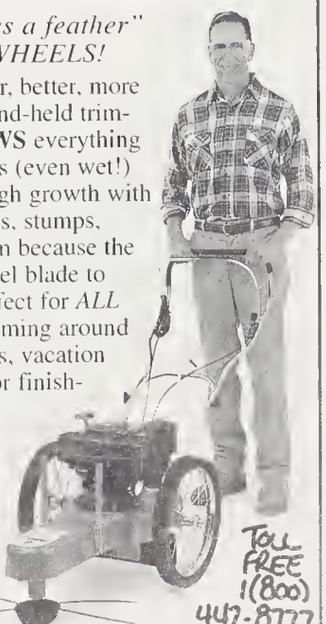

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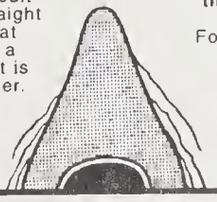

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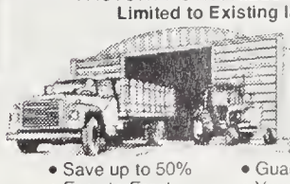

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Journal

by Owen Bishop

Motorists will get a glimpse of revived Americana

Salesmen, tourists
Camper-outers
All you other
Whisker-sprouters
Don't forget your
Burma-Shave

If your summer vacation plans should include a drive along U.S. Route 30 in Iowa, be warned: you may think you're taking a spin through the Twilight Zone. Rod Serling may not be on the side of the road to offer directions, but the excursion could leave you feeling you've entered a nostalgic time warp.

Why? Because stretches of this road will present you with a glimpse of Americana from our nation's history --an era of roadside signs and childish rhymes; an era that ended about 30 years ago. The first such glimpse will be seen along a section of this highway near Jefferson, Iowa. It's been equipped with a reproduction set of the famous Burma-Shave signs, which lined our nation's highways by the thousands between 1927 and 1965.

In the tradition of all authentic Burma-Shave signs, this set includes six signs, each a plain painted board bearing a line of a verse. Each sign stands alone but its mates in rhyme are only a few yards up the road As you drive by, you must read each of the six signs in sequence to get the full effect of the verse. And the product's name always appeared on the final sign. Here's the verse that'll appear on the first set of revived signs:

Within this vale
Of toil and sin
Your head grows
Bald but not
Your chin
Burma-Shave

This is one of the rhymes that was used to ballyhoo the brushless shave cream on more than 7,000 sets of signs. More than 600 rhymes were featured on the signs, which the Burma-Vita Co. of Minneapolis began using in Minnesota and later scattered throughout the country.

Advertising experts pooh-poohed the concept, saying the signs would never work. But after the first signs went up, the company saw its revenues rise from almost nothing to $68,000 within a year. Then they began installing the signs in highly-visible rural locations wherever property owners would allow them. Eight crews were dispatched to put the signs up. Within four years, they had erected 6,000 signs in 33 states. Later they appeared in 12 other states.

I remember seeing the signs regularly as a boy riding with my parents along eastern North Carolina roads. But they were uncommon enough for me to take special notice when we happened upon them. I thought they brightened up some otherwise dull and boring trips.

Lots of other folks must have felt the same way because the Burma-Shave

How Burma Shave Will Improve Your Love Life

His tenor voice
She thought divine
'Til whiskers
Scratched
Sweet Adeline

•

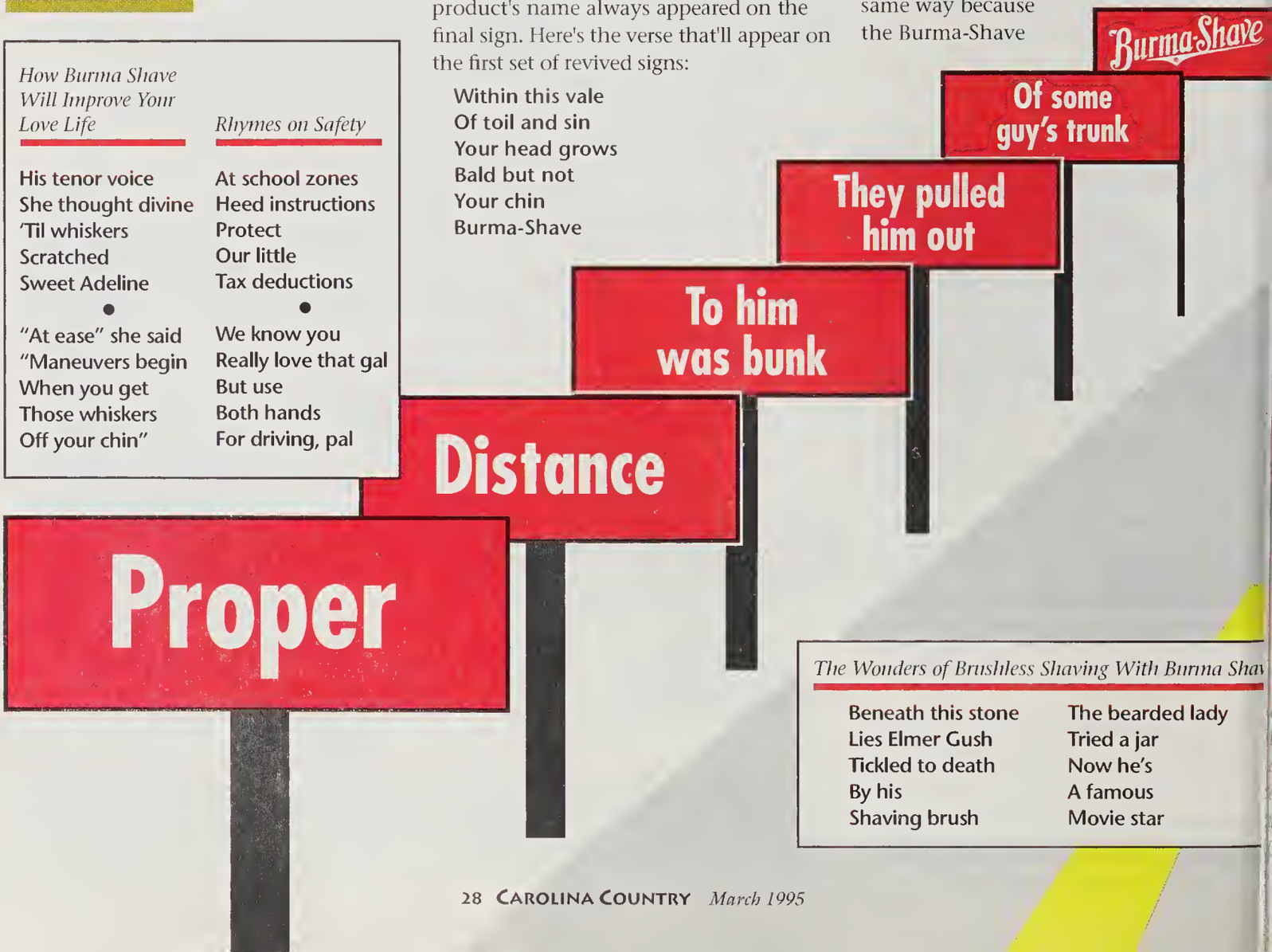
"At ease" she said
"Maneuvers begin
When you get
Those whiskers
Off your chin"

Rhymes on Safety

At school zones
Heed instructions
Protect
Our little
Tax deductions

•

We know you
Really love that gal
But use
Both hands
For driving, pal



The Wonders of Brushless Shaving With Burma Shav

Beneath this stone
Lies Elmer Gush
Tickled to death
By his
Shaving brush

The bearded lady
Tried a jar
Now he's
A famous
Movie star

signs eventually became part of the landscape, and the product became one of the most popular shaving creams in the country --second only to Barbasol. The company's success story continued for more than three decades, ending only with a change in the firm's ownership.

When the Philip Morris Company bought Burma-Vita in 1963, its management decided to try other marketing methods and began removing the popular signs. The shaving cream operation was closed entirely just a few years later.

The signs are coming back through the efforts of the Lincoln Highway Association, an organization dedicated to preserving and protecting the history and traditions of the Lincoln Highway, U.S. Route 30. It was the nation's first coast-to-coast highway, stretching from New York to San Francisco. It's still there, lost in the shadows of the huge interstates. You have to look closely, but you can find it snaking along from town to town in your handy Rand McNally.

The highway association received permission to erect its Burma-Shave signs from the American Safety Razor Company, which now owns the rights to the name. The first set went up just east of Jefferson, Iowa. Another set has also been installed near Montour, Iowa. Others will go up in Ohio later this year.

Among the verses that are available for use on the association's signs are these:

A chin where
Barbed wire bristles stand
Is bound
To be a
No ma'am's land.

•

Pity all the
Mighty Caesars
They pulled
Each whisker
Out with tweezers.

•

Past schoolhouses
Take it slow
Let the
Little shavers
Grow.

In April, I'll describe how the infamous Burma-Shave rhymes were chosen, and offer several additional examples.

Some material for this column was drawn from the video, "The Signs and Rhymes of Burma-Shave." You can order a copy for $32.95, including tax and shipping charges. Write or call Sentimental Productions, P.O.Box 4005, Cincinnati, OH 45204. Or call toll-free: (800) 762-0338.

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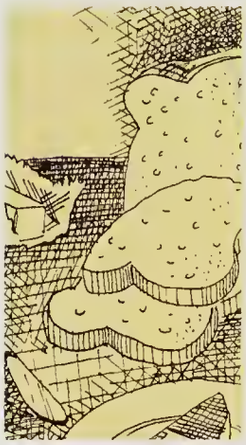

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NACHO PIZZA

Submitted by Sandra Cooper, Kings Mountain

1 can refried beans (16-ounce or 453-gram)
1 package taco seasoning mix
1 container sour cream (1-pound or 454-gram)
1 tomato (cut into small pieces)
1 green pepper (cut into small pieces)
2 green onions (cut into small pieces)
black olives, sliced
medium cheddar cheese, grated

Mix refried beans with half the taco mix. Heat in microwave for about 2 or 3 minutes or in pot on stove until warm. Lay flat in center of pizza-sized tray. Mix sour cream and other half of taco mix. Pour over bean mixture. Top with chopped vegetables. Sprinkle with grated cheddar cheese. Lay nacho chips around edge of dish (I use the cheese-flavored variety). Yield: one pizza.

I made this "pizza" for my husband to take to work with him at Christmastime. It's a great party or snack dish. Everyone there raved about it, and I thought more people would like to try it.

– Sandra Cooper

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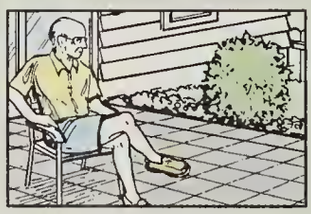

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